



Request for City Council Committee Action From the Department of

Date: May 7, 2002
To: Council Member Johnson, Chair, Ways & Means Committee
Subject: Redesign of the Office of Cultural Affairs

Recommendations:

Minneapolis Arts Commission

- The Arts Commission should develop annual work plans based on priorities identified by the Council, the Community, and the Mayor.
- The Arts Commission should work with city staff, Council, Mayor, and the community to develop a long-range cultural plan for the City of Minneapolis.
- The Council should develop a reporting link between itself and the Arts Commission through the Community Development Committee.

Location

- Relocate arts staff to the Planning Department.
- Transfer remaining Office of Cultural Affairs appropriation from Coordinator's Administrative budget (0100-840-8401) to Planning Department (0100-380-3820). For 2003, the amount is approximately \$75,000, which includes \$58,000 for personnel and \$17,000 for non-personnel. For 2002, the balance will be prorated based on the personnel and non-personnel expenses accrued during the 5 months staff was housed in the City Coordinator's Office.
- Upon relocation to the Planning Department, arts staff will immediately convene a working group composed of city staff, Arts Commission members and other community stakeholders to develop a strategic plan to determine the goals, outcomes, and staffing for integrating the arts into planning and economic development.

Staffing

- Public Arts Administrator - Maintain the position's current workload and transfer staff to the Planning Department.
- Film & Video Coordinator – Transfer staff to Planning Department and work with the GMCVA to promote and market the film and video industry in Minneapolis.

Previous Directives

(any past Council actions or directions to staff)

Prepared or Submitted by Lori Olson, Assistant to the City Coordinator

Approved by John Moir, City Coordinator

Presenters in Committee Lori Olson and Chuck Ballentine, Planning Director

Financial Impact (Check those that apply)

☒ No financial impact - or - Action is within current department budget.
(If checked, go directly to Background/Supporting Information)

- ☐ Action requires an appropriation increase to the Capital Budget
- ☐ Action requires an appropriation increase to the Operating Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☐ Other financial impact (Explain):

Community Impact (use any categories that apply)

The Redesign of the Office of Cultural Affairs impacts the following city goals:

Build Community: Strengthen the participation of all citizens, including children, in the economic and civic life of the community.

Strengthen Markets:

Position the City in the world marketplace to grow our diverse, resilient economy.

Create strong vital commercial corridors citywide through mixed-use development, including a variety of businesses and creative housing.

Make downtown a great place to live, work, play and do business.

Keep the City Clean and Healthy: Strengthen our City through infrastructure investments.

Background/Supporting Information Attached

REDESIGN OF THE OFFICE OF CULTURAL AFFAIRS

The City Council directed the City Coordinator on February 15, 2002 to redesign the Office of Cultural Affairs (OCA) as part of the 2002 budget. The Council action eliminated 3 of OCA's 5 positions. This budget decision has provided the opportunity for the city to rethink our arts strategy, to define the city's role in arts development and to integrate the arts into the planning process.

The objectives for the redesign of the Office of Cultural Affairs include:

- Maintaining a strong and appropriate role for the City in the development of arts and culture in the City of Minneapolis
- Creating a mechanism to align city investments with the arts
- Developing cost effective approaches to implementing current OCA projects and programs by distributing arts responsibilities to departments with compatible goals and functions
- Providing accessibility in arts planning and decision making to all constituents.

As the managing department for the OCA, the City Coordinator is making the following recommendations for the redesign of the Office of Cultural Affairs.

RECOMMENDATIONS

1. Minneapolis Arts Commission

The City of Minneapolis needs to call on its volunteer Arts Commission to provide leadership and play a greater role in the development of arts and culture in the City of Minneapolis by serving as the "eyes and ears" of the City Council and Mayor. The goals of the refocused Arts Commission include:

- The addition of new and diverse members to the Commission representing a broad range of constituencies and interests
- Stronger connections between the Commission and the work of city staff and city departments
- Enhanced linkages between the Commission and the Council and the Mayor
- A long-range cultural plan and refinement of the arts vision policies for the city

It is the intent of the city to strengthen staff support of the Arts Commission by assigning staff to serve as a direct liaison between the Commission and city projects and issues. Currently, the Planning Department is exploring staffing the Commission.

Recommendations:

- The Arts Commission should develop annual work plans based on priorities identified by the Council, the Community, and the Mayor.
- The Arts Commission should work with city staff, Council, Mayor, and the community to develop a long-range cultural plan for the City of Minneapolis.
- The Council should develop a reporting link between itself and the Arts Commission through the Community Development Committee.

2. Location

Since its inception three years ago, the Office of Cultural Affairs has been located within the Coordinator's Office as a Special Project. As part of the redesign process, a permanent location for the arts staff (the Public Arts Administrator and the Film & Video Coordinator) is being recommended. Because arts and cultural development needs to be considered a part of our public investments and strategies, city arts staff should be proactive participants in the planning and implementation of these investments. This linkage between planning and development is a mission consistent with the Planning Department.

The goals of placing the city arts staff in the Planning Department are to:

- Strengthen the coordination of arts planning with traditional planning and economic development initiatives
- Integrate Arts and Cultural development into all public investments
- Link more closely the work of the City arts staff and the Arts Commission to the work of other City Staff and the Committee on the Urban Environment (CUE) and Historic Preservation Committee (HPC)

Recommendation: Relocate arts staff to the Planning Department.

Recommendation: Transfer remaining Office of Cultural Affairs appropriation from Coordinator's Administrative budget (0100-840-8401) to Planning Department (0100-380-3820). For 2003, the amount is approximately \$75,000, which includes \$58,000 for personnel and \$17,000 for non-personnel. For 2002, the balance will be prorated based on the personnel and non-personnel expenses accrued during the 5 months staff was housed in the City Coordinator's Office.

Recommendation: Upon relocation to the Planning Department, arts staff will immediately convene a working group composed of city staff, Arts Commission members and other community stakeholders to develop a strategic plan to determine the goals, outcomes, and staffing for integrating the arts into planning and economic development.

3. Staffing

There were 5 positions in the Office of Cultural Affairs, three of which were eliminated.

Director	<i>Eliminated</i>
Arts Program Manager	<i>Eliminated</i>
Film & Video Coordinator	<i>Vacant, but not eliminated</i>
Public Arts Administrator	<i>Filled, paid through Capital Budget</i>
Administrative Assistant	<i>Eliminated</i>

• Public Arts Administrator

This position is currently filled by Mary Altman and was not suggested for elimination in the 2002 budget decision. This position is funded out of the capital budget. Key projects include: Neighborhood Gateways, Heritage Park, Midtown Greenway, Central Avenue, public art maintenance, and development of public art policies.

Recommendation: Maintain the position's current workload and transfer staff to the Planning Department.

- **Film & Video Coordinator**

This position was not filled at the time of the budget decision. A waiver request was made and approved by the Job Bank Steering Committee on March 19, 2002. This position coordinates the issuance of multiple permits to a film, video, television, which create a significant amount of revenue for the City. It is anticipated that with the redesign, the duties of the Film & Video Coordinator position would be reassessed to include Art in City Hall and the City Arts Grant Program.

Recommendation: Transfer Film & Video Coordinator to Planning Department and work with the GMCVA to promote and market the film and video industry in Minneapolis.